



SALT LAKE COUNTY TOURISM PROFILE

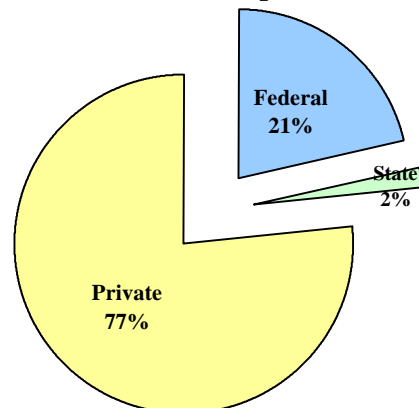
County Indicator	1996	1997	1998	1999	2000	2001(p)	% Change 2000-2001	State Ranking
DEMOGRAPHIC								
Population	840,649	858,306	870,735	885,216	902,777	918,279	1.7%	1
Total Non-Ag Employment	485,985	504,458	519,572	531,329	545,179	545,412	0.0%	1
Non-Ag Avg Monthly Wage	\$2,198	\$2,331	\$2,433	\$2,533	\$2,661	\$2,740	3.0%	3
Per Capita Income	\$23,108	\$24,667	\$25,051	\$25,891	\$27,330	\$27,661	1.2%	2
Unemployment Rate	3.0%	2.7%	3.4%	3.4%	3.0%	4.3%	1.3%	9
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$1,854.9	\$1,934.5	\$1,981.1	\$2,038.1	\$2,060.8	\$2,013.5	-2.3%	1
Travel & Tourism Related Employment	34,188	35,527	36,662	38,197	39,013	40,049	2.7%	1
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from								
Traveler Spending	\$38,582	\$40,239	\$41,208	\$42,392	\$42,865	\$41,880	-2.3%	1
Gross Taxable Room Rents	\$214,025	\$234,264	\$238,480	\$229,798	\$235,286	\$243,673	3.6%	1
Transient Room Tax	\$7,490.9	\$8,199.2	\$8,346.8	\$8,042.9	\$8,235.0	\$8,528.5	3.6%	1
Restaurant Tax	\$8,743.4	\$9,008.0	\$9,422.1	\$10,016.5	\$10,498.0	\$10,836.6	3.2%	1
Car Rental Tax	\$3,452	\$3,448	\$3,798.6	\$9,163.3	\$8,940.2	\$9,167.8	2.5%	1
Gross Taxable Retail Sales (millions)	\$12,495.0	\$13,279.9	\$14,480.8	\$15,032.4	\$15,941.5	\$15,849.2	-0.6%	1
REGIONAL VISITATION COUNTS								
SLCVB Information Centers	729,584	771,729	723,784	836,352	1,069,765	1,501,716	40.4%	
Council Hall Welcome Center	28,547	50,882	46,746	40,714	49,224	47,501	-3.5%	
S.L. Airport Passengers	21,088,482	21,068,314	20,297,371	19,944,556	19,900,770	18,914,891	-5.0%	
Skier Days at Utah Resorts	3,042,767	3,101,735	3,144,328	2,976,696	3,278,291	2,974,574	-9.3%	
L.D.S. Family History Research Ctrs.	1,132,516	1,114,248	1,090,990	934,069	859,474	791,934	-7.9%	
Utah's Hogle Zoo	669,243	821,458	640,596	774,406	721,071	650,732	-9.8%	
This Is The Place H.P.	309,025	550,763	300,931	290,036	294,178	293,661	-0.2%	
L.D.S. Museum of History and Art	283,868	307,973	231,313	202,038	271,481	234,258	-13.7%	
Bingham Canyon Copper Mine	176,436	167,792	139,720	152,652	159,842	169,992	6.4%	
Great Salt Lake S.P.	628,118	460,989	56,585	136,496	142,433	144,272	1.3%	
Hansen Planetarium	272,202	287,631	152,855	157,425	130,958	116,664	-10.9%	
Children's Museum of Utah	63,694	68,523	97,116	103,704	116,619	108,436	-7.0%	
Utah Museum of Natural History	79,268	83,040	74,194	99,480	77,450	68,545	-11.5%	
Utah Museum of Fine Arts	100,720	109,685	112,072	94,135	75,599	58,312	-22.9%	

Land Ownership - 1999		
	No. of Acres	% Total
Total Acres in County	492,213	100.0%
Federal Government	105,577	21.4%
BLM	2,905	0.6%
US Forest Service	48,523	9.9%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	40,449	8.2%
Other*	13,699	2.8%
State Government	8,824	1.8%
Utah State Parks & Recreation	1,168	0.2%
Utah State Wildlife Reserves	7,379	1.5%
State Trust Lands	277	0.1%
American Indian	--	--
Private**	377,812	76.8%

*Includes Military and Bankhead Jones land

**May include some local government land

Land Ownership - 1999



Salt Lake County Tourism Profile

